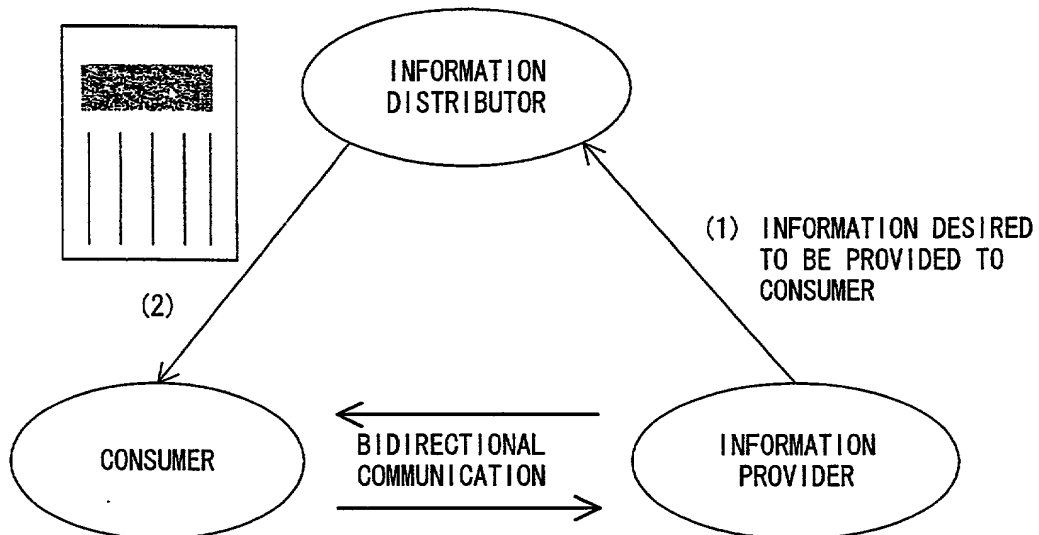


ENTERPRISE SIDE \Rightarrow CONSUMERS
PROVIDING CONSUMERS WITH INFORMATION BY PRINTING
PATTERN INFORMATION ON DISTRIBUTION MATERIAL, AND
BY DISTRIBUTING THE DISTRIBUTION MATERIAL

PRINTING PATTERN
INFORMATION ON NEWSPAPER
OR MAGAZINE, AND
DISTRIBUTING THE NEWSPAPER
OR THE MAGAZINE



CONSUMER \Rightarrow INFORMATION PROVIDER
CONVEYING INFORMATION TO
INFORMATION PROVIDER VIA INTERNET
OR POSTAL CARD

- INTERNET
- POSTAL CARD
- FACSIMILE
- PC COMMUNICATION
- ETC.

FIG. 1

FIG. 2

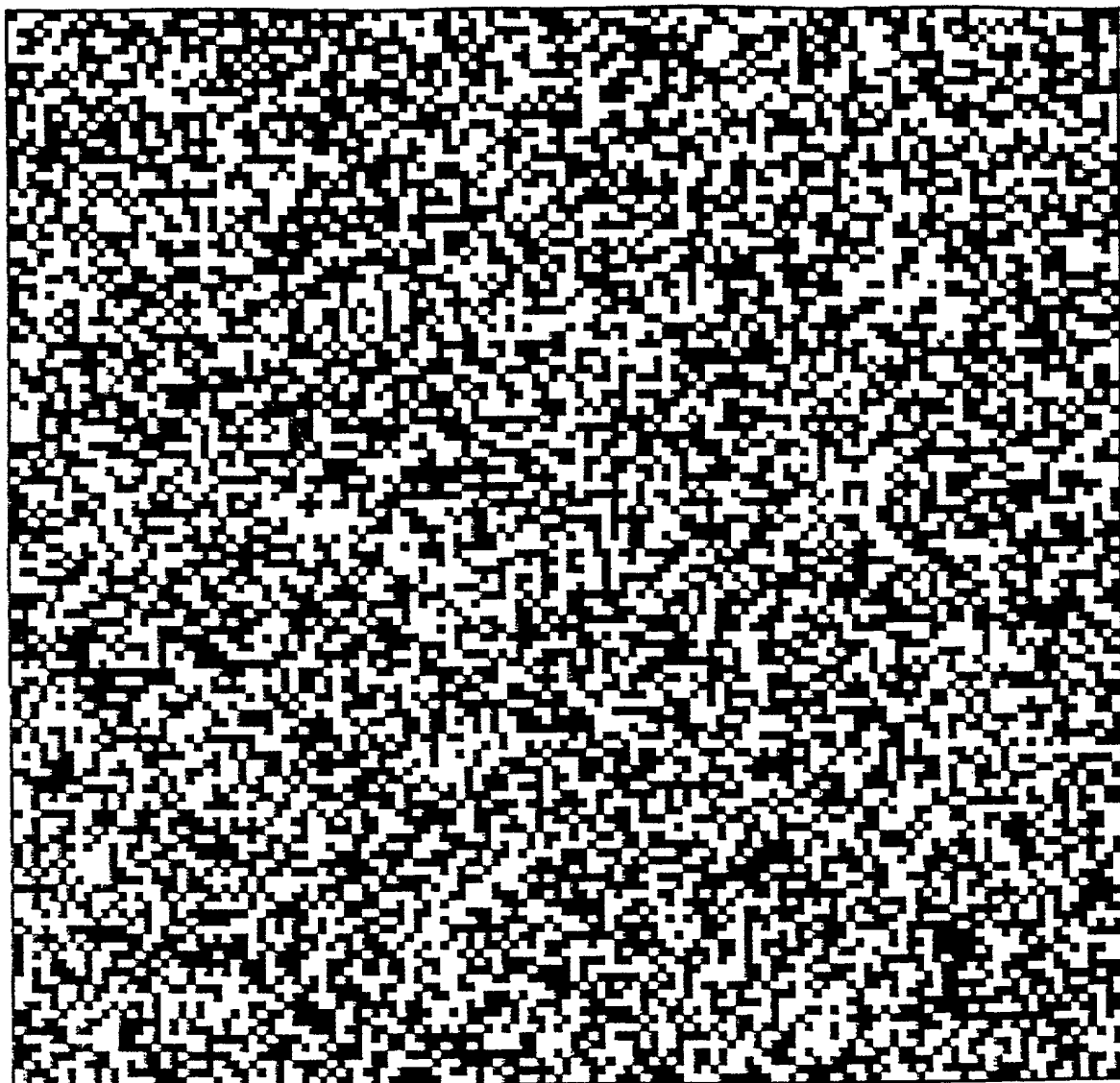


FIG. 2

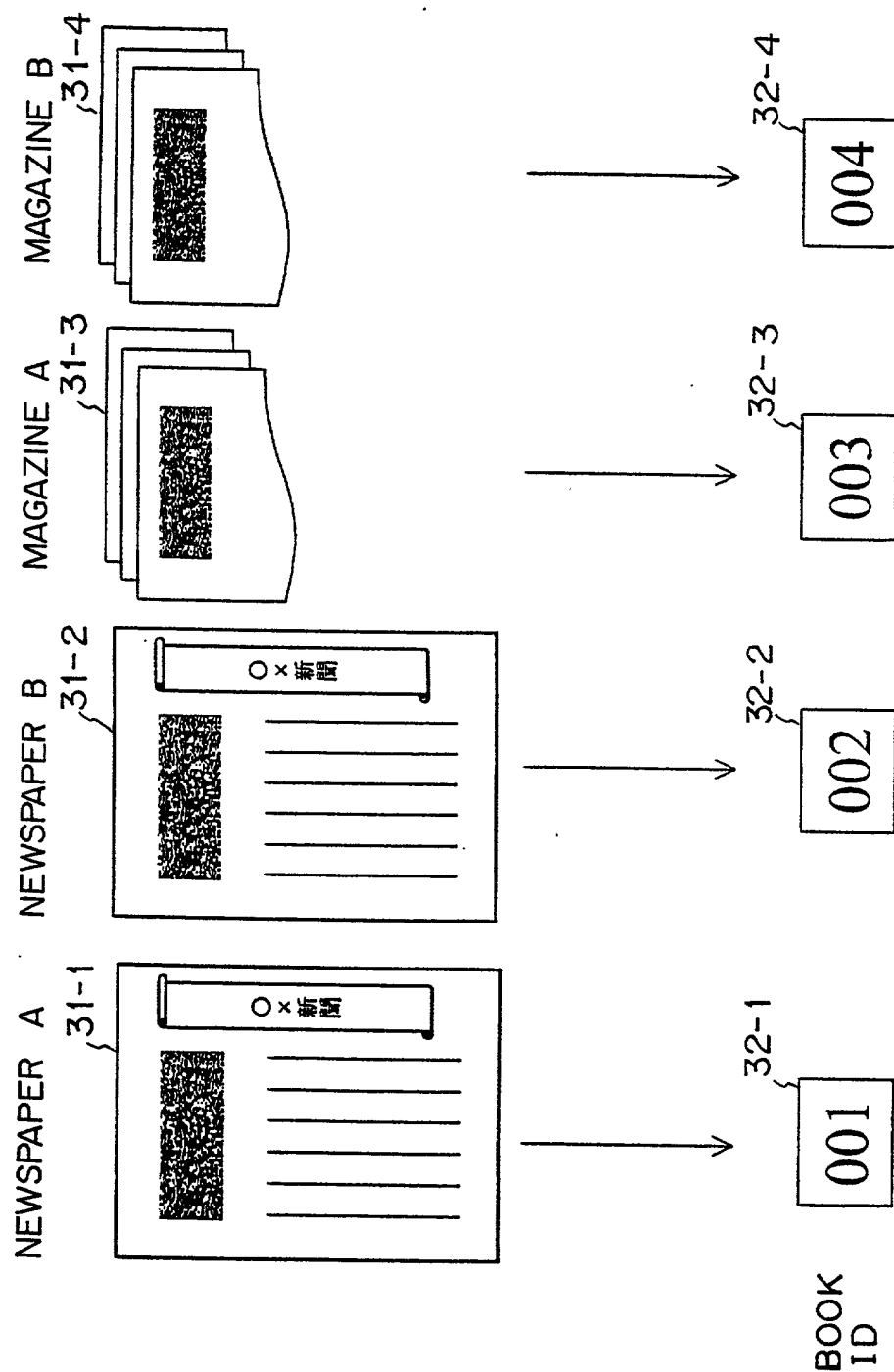
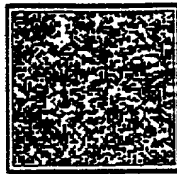


FIG. 3

PATTERN
INFORMATION 41



SCAN



QUESTIONNAIRE 42

☐ _____

☐ _____

☐ _____

☐ _____

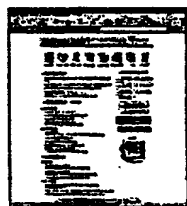
☐ _____



yes

no

DISPLAYING URL
(AUTOMATICALLY
CONNECTED)



TRANSMITTING INFORMATION
VIA THE INTERNET

- ADDRESS
- TELEPHONE NUMBER
- FAX NUMBER
- etc.



TRANSMITTING POSTAL
CARD

FIG. 4

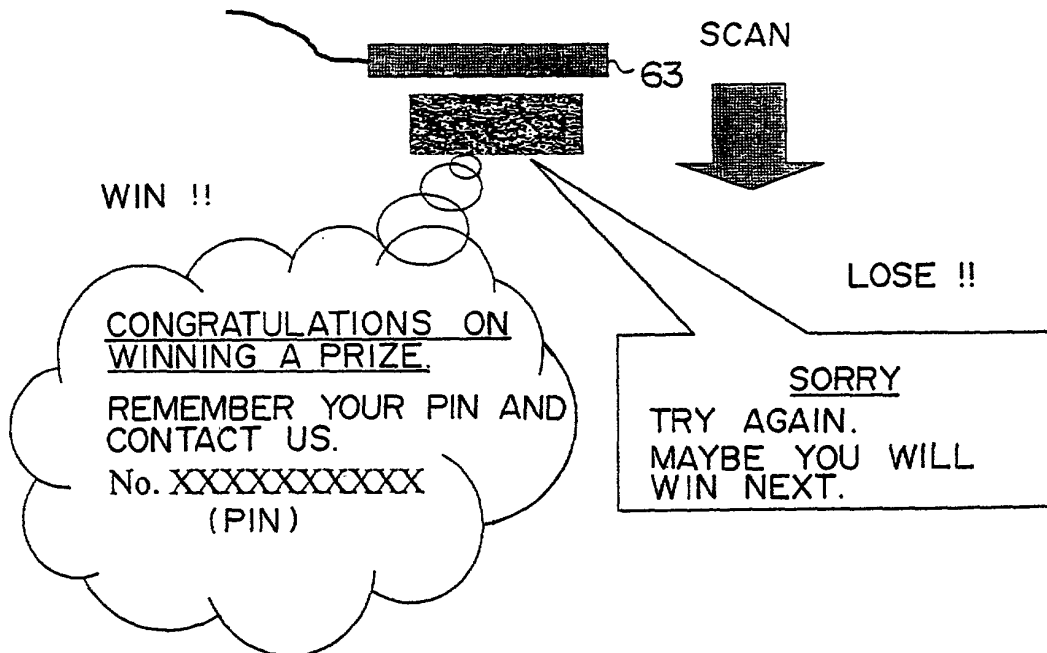
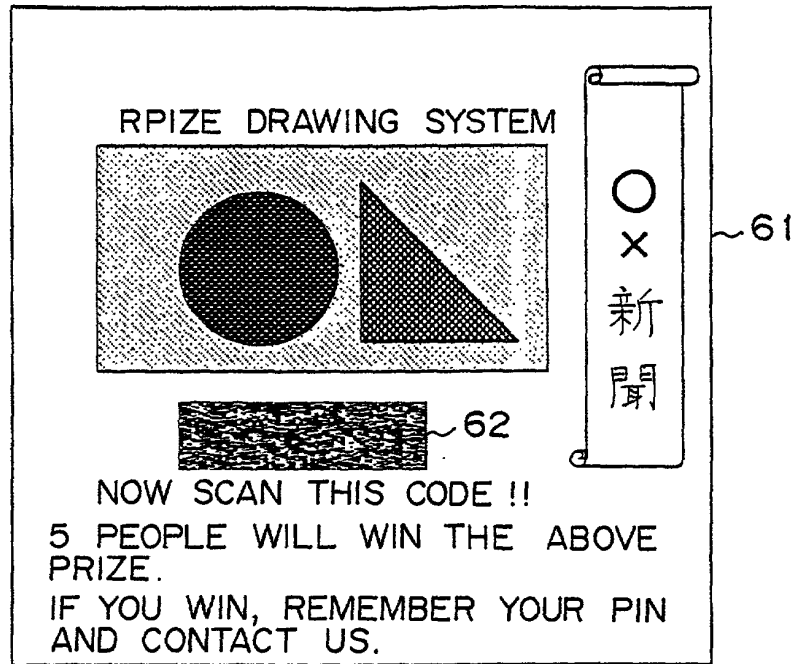
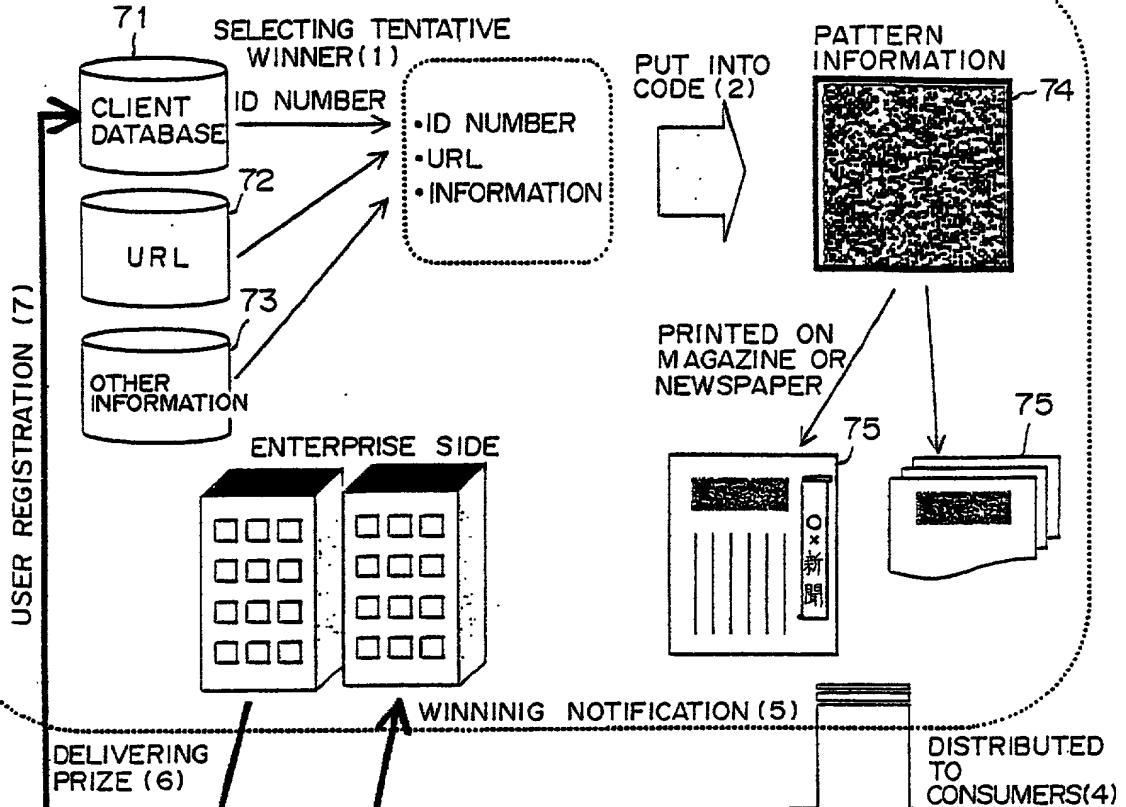


FIG. 6

ENTERPRISE SIDE



CONSUMER SIDE

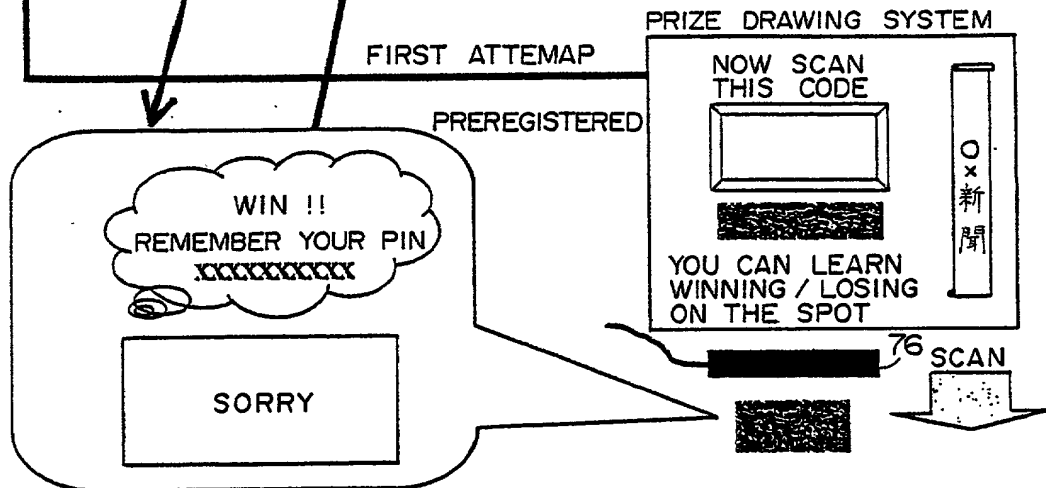


FIG. 7

PATTERN
INFORMATION 81

SCAN

USER REGISTRATION
HAS BEEN MADE

UNREGISTERED

WINNING
VERIFICATION

USER REGISTRATION

SORRY

WIN !!
REMEMBER
YOUR PIN.
XXXXXXXXXX

82
CONNECTION
TO THE INTERNET IS
PERMITTED ?

yes

no

REGISTRATION
ON WEB

REGISTRATION
VIA POSTAL CARD
(FAX)

82
CONNECTION
TO THE INTERNET IS
PERMITTED ?

yes

no

WINNING IS
NOTIFIED ON WEB

WINNING IS
NOTIFIED VIA
POSTAL CARD (FAX)

ACQUIRING
ID NUMBER
ON THE SPOT

ID NUMBER IS
TRANSMITTED
AT LATER DATE

ID NUMBER:
XXXX-XXXX

ID NUMBER:
XXXX-XXXX

FIG. 8

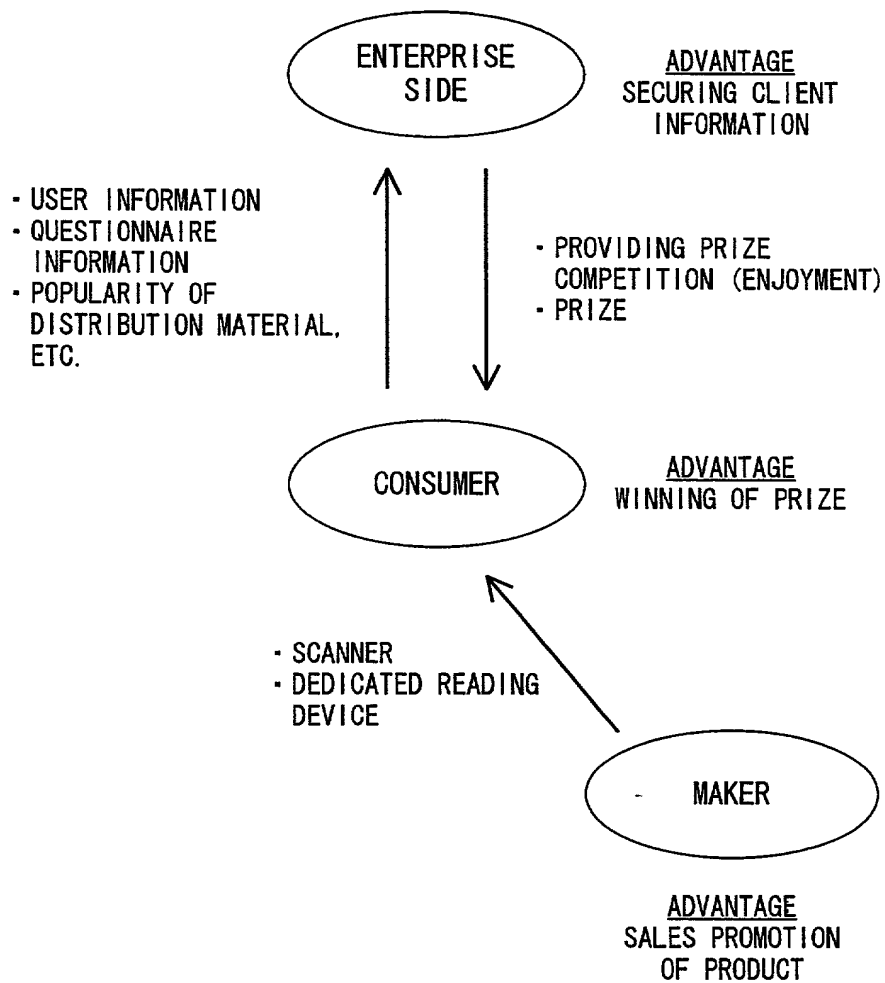


FIG. 9

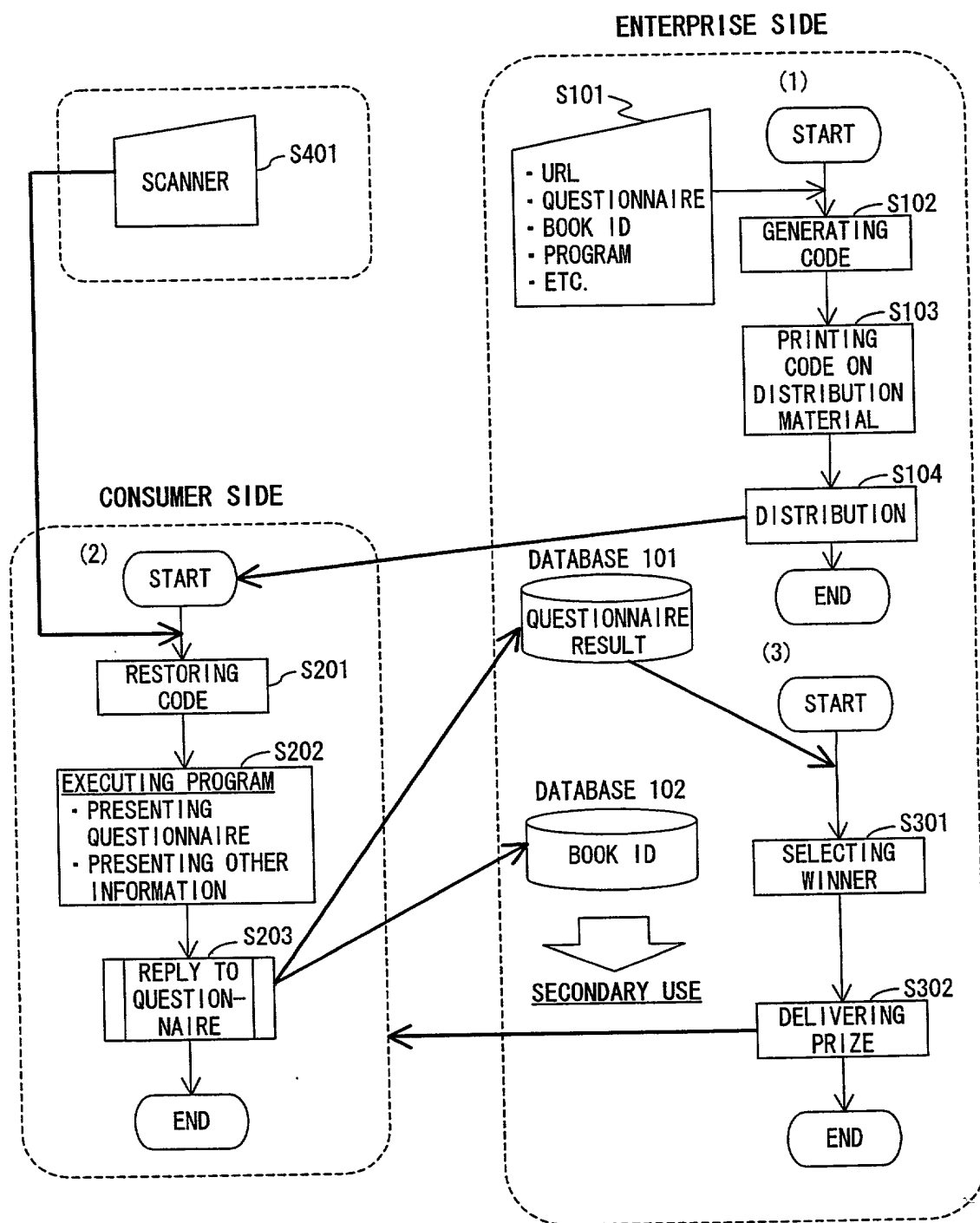


FIG. 10

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

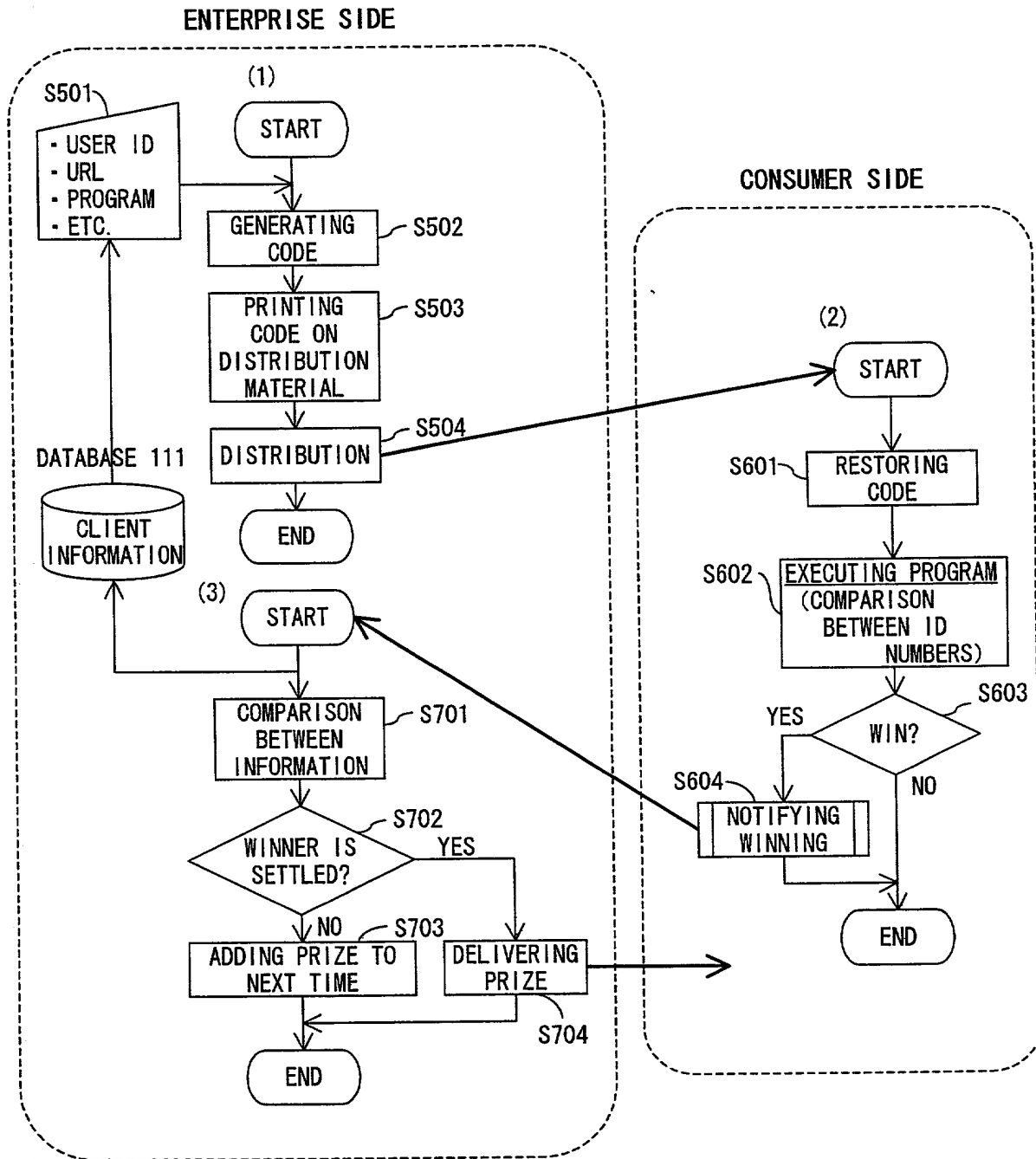


FIG. 11

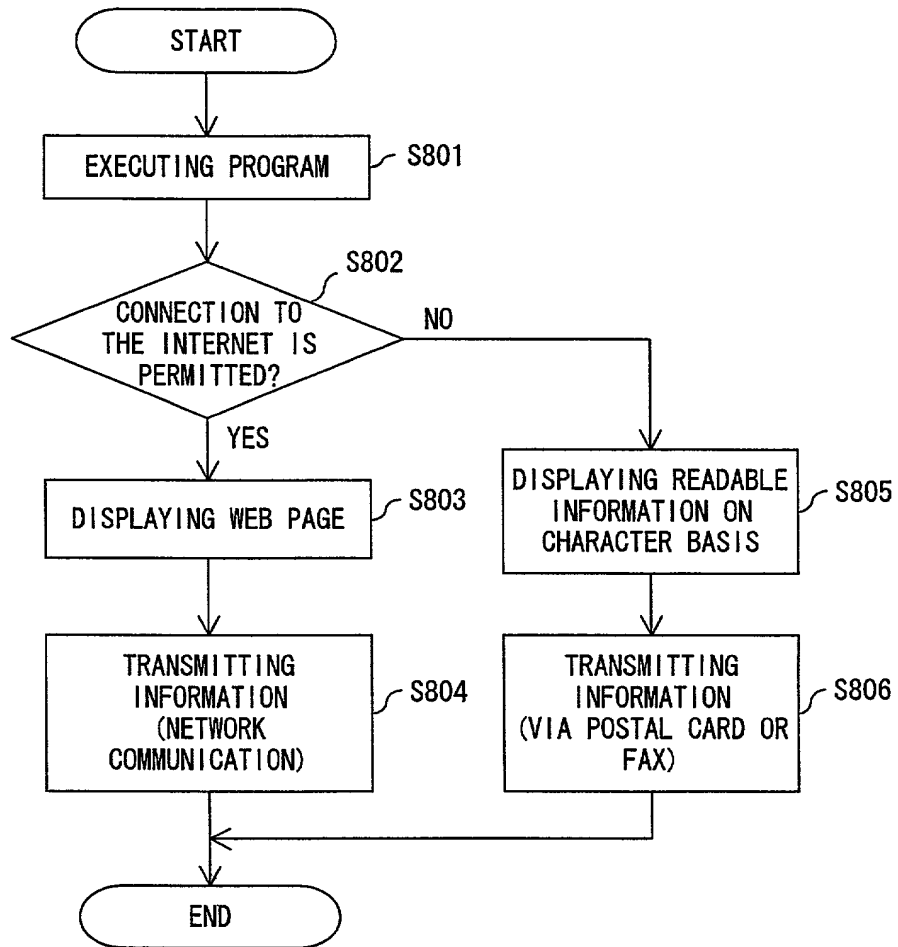


FIG. 12

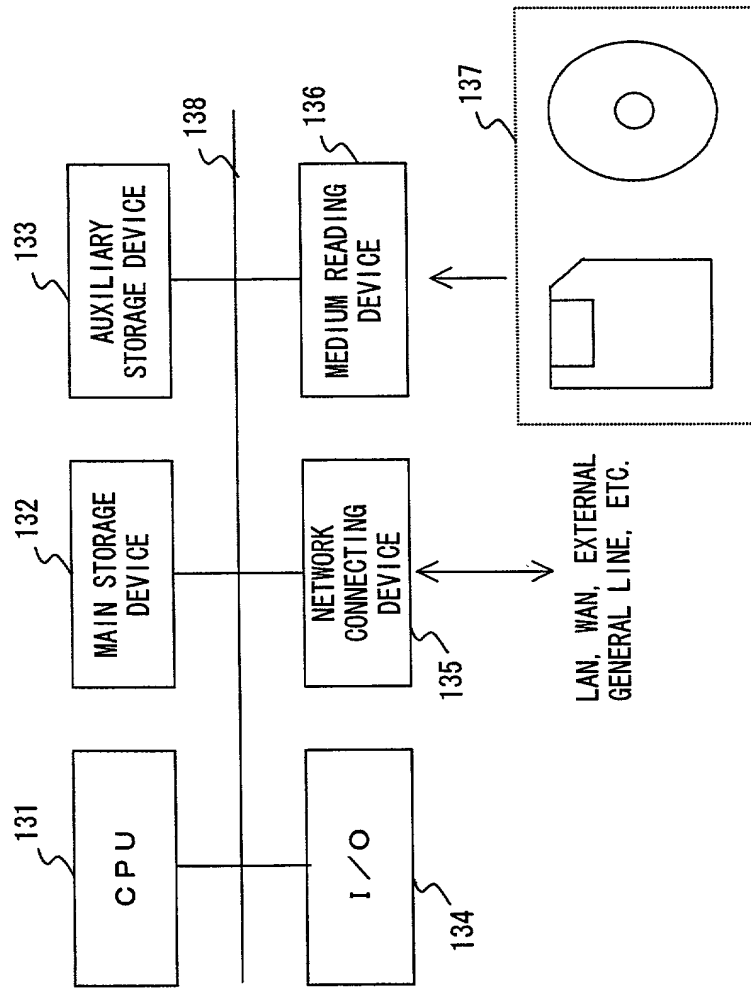


FIG. 13

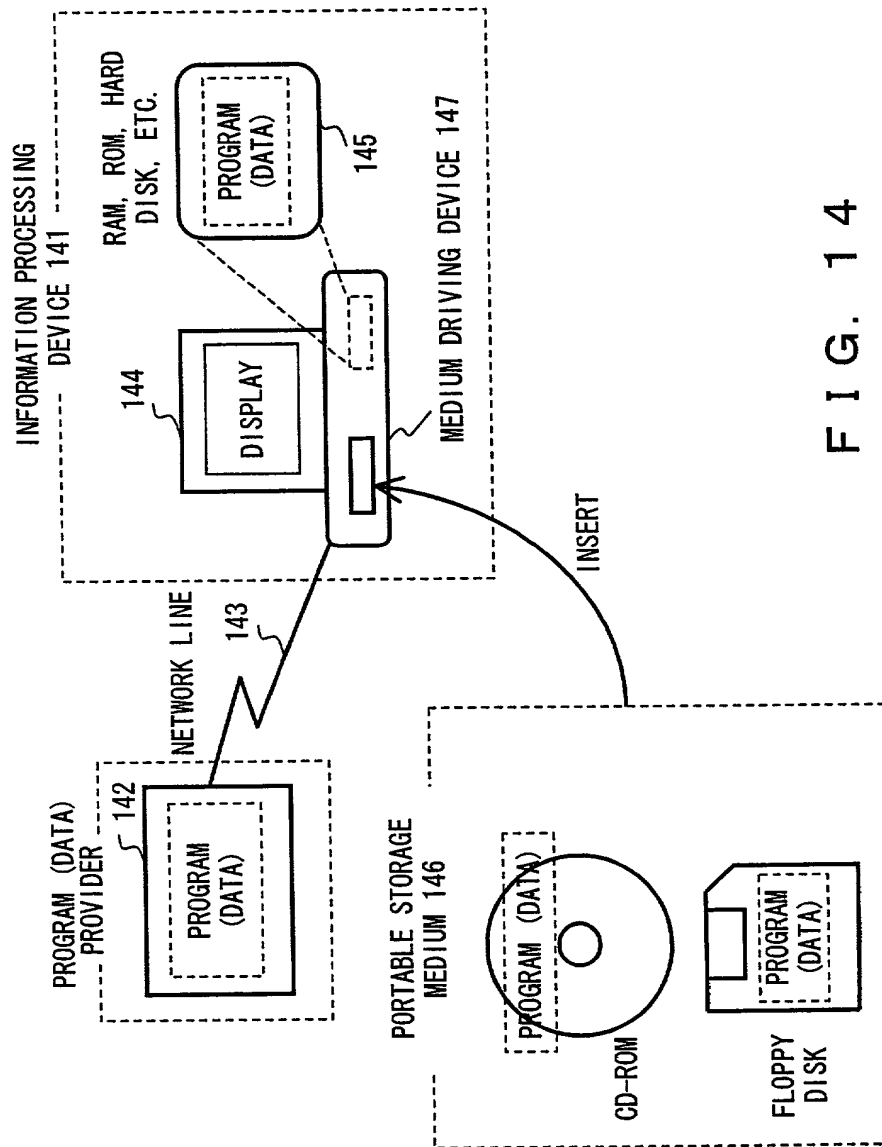


FIG. 14